

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
GULER, et al.) Examiner: Chandler, Sara M.
Serial No.: 09/903,075) Art Unit: 3693
Filed: July 10, 2001) Conf. No.: 9384
For: METHOD AND SYSTEM FOR)
SELECTING AN OPTIMAL)
AUCTION FORMAT)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Dear Sir:

In response to the Examiner's Answer mailed on April 14, 2009, the Applicants respectfully request further examination and reconsideration of the above captioned patent application in view of the arguments set forth below.

A list of the Claims begins on page 2 of this response.

Remarks begin on page 14 of this response.